

MUSC NOIR
narciso rodriguez
for her

Sonia
So hello, Narciso.

Narciso
Hi Sonia.

Sonia
Nice to see you.

Narciso
Nice to see you overseas, via Zoom!

Sonia
How's it going in New York?

Narciso
Everything is good. We're busy, working on new ideas, new concepts. You know, we have to keep creating.

Sonia
Sure.

Narciso
It's so nice to be able to have a moment to talk to you today about another beautiful creation of yours, something that I'm so grateful we've had this opportunity to work on together. I think we should just get into it, no?

Sonia
Yes, sure. Do you want me to explain how I created *MUSC NOIR*?

Narciso
Yes, I mean, there were so many conversations about a dark version of *for her*, a mysterious new iteration, and you took over and did it in such a magnificent way. I'd love to know what your emotional process was in approaching this.

Sonia

So, here I wanted to create a darker version of *for her*, and I wanted to highlight the heart of Musc, but in a more mysterious, more sensual, darker way. So, for that, I wanted to play with some leathery and suede facets, to make an even more skin-to-skin effect. Pure Musc was more a cleaner facet of Musc. Here I wanted to explore the more animalic, the more sensual facet of Musc, exploring a new facet of the Narciso woman, a new femininity, a woman who is more confident, who dares to take risks in her life.

Narciso

There's such a beauty and a clarity to Pure Musc, which I'm also grateful to you for. But it's almost a ying and a yang.

Sonia

Exactly.

Narciso

And *MUSC NOIR* is definitely the more mysterious, the more sensual side of that woman.

Sonia

Yes.

Narciso

And, I agree with you, a much more modern, strong character.

Sonia

It was a lot about playing with light and shadows in the fragrance. So, if Pure Musc was more about light and exploring the clean facets of Musc, in *MUSC NOIR* it's more darker. Exactly like in painting: to reveal the light, you need the shadows.

So, yes, I wanted to know even more about your vision for *MUSC NOIR*.

Narciso

It was a moment to take a risk, to approach this in a very different way, like redefining what grace means 20 years later, redefining what mystery means for the modern woman, what sensuality is, what femininity is. And never going away too far from the heart of Musc or the things that are authentic and true to what we love.

Sonia

And that everybody loves. It's super addictive. Working around Musc, for a perfumer, is like a dream, because there is something magic with Musc, which happens with the skin. It's like a transformative process that reveals your true self. I love the way all the fragrances from Narciso reveal the woman without transforming her. It's making her even more beautiful. Like your dresses, for me. You can see the parallel when you look at the dresses you are designing.

Narciso

It's a lovely compliment and I thank you for it. When I started out, my dream was to celebrate women. I think it's our responsibility, as a designer, to make all women feel better.

Sonia

Also, the Narciso fragrances have a singular DNA. I think everybody can say that we can recognize a Narciso Rodriguez fragrance among thousands of millions of fragrances.

So, regarding the ingredients, I also played with some narcotic kinds of flowers. So heliotrope. I love this flower. It's both powdery, balsamic and mysterious. There is something very addictive in it. For the bottom note, I played with cedarwood and sandalwood.

Narciso

And the idea of wood came from where?

Sonia

The idea came when I was thinking about this woman, this mysterious, this audacious woman. And, for me, the woods bring this solidity.

Narciso

Also great strength.

Sonia

And to play with the light and the shadows. The shadows are more in the leathery facets. And, for the light, I played with luscious plum. When you look at the color of a plum, it's also revealing. There's some mystery, it's sensual and it's very fleshy.

Narciso

Amazing. It's amazing to hear your process. It's such a beautiful craft yours.

Sonia

I think the processes, for perfumers and for designers, are maybe quite the same. I love to work by synesthesia. So with images, sounds, colors, and I transform that into fragrances. So I think it is the same for you when you draw a dress.

Narciso

It's true. You think, you dream, you feel. I take a great deal of pictures on the street, I find colors, I look for materials, and it all comes together in a very abstract way. Someone who saw my photographs of people on the street may never understand how that translates to a dress or a fragrance, but it's where I draw all of my inspiration from.

Sonia

Yes, sometimes I compare this to a big bang. It's like I have many planets around me, playing around, and at a given moment there are two or three planets that come together, and that gives me an idea. But you never know when it's going to come. It's like a divine kind of thing.

Narciso

It's a divine inspiration, right?

Sonia

Yes.

Narciso

Usually, when I'm walking on the street is when the bomb goes off. It's the "aha" moment.

Sonia

Yes, exactly!

Narciso

Is there anything else we should speak about?

Sonia

The layering with Pure Musc. It's really this idea of ying and yang you were talking about before.

Narciso

To have this very clear, clean, pure Musc layered with this very mysterious type of new version of a Narciso fragrance is really intoxicating. It's quite beautiful.

Sonia

So we can talk a bit more about the woman, what was your vision, who is the woman who is wearing *MUSC NOIR*?

Narciso

I think that woman is a very modern woman. She's a young woman who's quite confident, who's quite knowledgeable, who has a bigger understanding of what fragrance is, and how it makes you feel, and what it says about you. She is, to use your word, a risk-taker.

Sonia

I think she is a woman who doesn't follow others: she follows her own intuition. This is the kind of woman I wanted to portray with *MUSC NOIR*: very confident.

Narciso

Confident is a key word. I think it's a very new way to look at a fragrance. She's very much like you.

Sonia

Thank you!

Narciso

Sonia, thank you so much for this beautiful fragrance, and for our time today. I really look forward to the future and hopefully seeing you very soon.

Sonia

Yes, thank you, Narciso, it was so nice talking to you, having this exchange. It's always nice to work with you and create fragrances for your beautiful brand.

Narciso

Very special. Thank you.

Sonia

Bye-bye.

Narciso

Bye.